We claim:

1. An electronic commerce website manager on a server computer comprising:

a plurality of servlets, wherein each servlet implements an e-commerce function;

5    a servlet engine for invoking one of the plurality of servlets;

a database in communication with the servlet function;

means for receiving a web page from a client wherein the web page is comprised of at least one HTML tag and the HTML tag is a placeholder for one of the servlet functions; and

10    means for invoking the servlet corresponding to the servlet function referenced by the HTML tag.

2. The electronic commerce website manager of claim 1 further comprising a front end administrator for communication with a user.

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3. The electronic commerce website manager of claim 2 further comprising a back end administrator for communication with a system administrator.

4. The electronic commerce website manager of claim 3 wherein the back

20    end administrator provides business administration functions.

5.   The electronic commerce website manager of claim 4 wherein the administration functions are comprised of one of: IP-based user tracking for accessed pages, backend user control, database modification, remote configuration, inventory

5    control, or database reporting.

6.   The electronic commerce website manager of claim 1 further comprising providing predefined names for embedding in a name of a page of a user's website.

10    7.   The electronic commerce website manager of claim 1 further comprising means for interpreting a servlet tag on a user's webpage.

8.   The electronic commerce website manager of claim 7 wherein the servlet tag on the user's webpage corresponds to a provided e-commerce function.

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9.   The electronic commerce website manager of claim 8 wherein an e-commerce function corresponds to one of a shopping cart, a purchase order request, a product comparison function, credit card validation, payment, automatic email order confirmation, purchase order validation, order completion, Return Merchandise

20    Authorization (RMA), or an automated shipping & tracking system.

10.  A method for managing an E-commerce website comprising:

receiving a user's webpage named according to a predefined name and having a

tag linking the user's webpage to an e-commerce function;

5          invoking the e-commerce function corresponding to the received tag;

accessing a database to process the  e-commerce function;

sending a response to the user;

wherein an e-commerce function is comprised of one of:  a shopping cart, a

purchase order system, a product comparison function, credit card validation and

10     payment, automatic e-mail order confirmation, purchase order validation or order

completion.